1985.11.02 Billboard Confab, Billboard, P80

Nominations Set For Jukebox Music Awards

NASHVILLE Bruce Springsteen, Madonna and Prince are each in the running for three awards at the Amusement & Music Operators Assn.'s convention in Chicago, Oct. 31-Nov. 2. JB (for jukebox) Awards will be conferred in five categories.

Artist nominees are Springsteen, Madonna, Prince, Lionel Richie and Cyndi Lauper.

Record nominees include:

Rock—"Born In The U.S.A.," Springsteen; "Material Girl," Madonna; "I Wanna Rock," Twisted Sister; "Glory Days," Springsteen; "When Doves Cry," Prince.

Pop—"Like A Virgin," Madonna; "Missing You," John Waite; "Centerfield," John Fogerty; "We Are The World," USA For Africa; "Stuck On You," Lionel Richie.

Country—"Attitude Adjustment," Hank Williams Jr.; "Does Fort Worth Ever Cross Your Mind," George Strait; "Mama He's Crazy," the Judds; "Seven Spanish Angels," Ray Charles & Willie Nelson; "The Cowboy Rides Away," George Strait.

Soul—"Let's Hear It For The Boy," Deniece Williams; "Jump," the Pointer Sisters; "What's Love Got To Do With It," Tina Turner; "Purple Rain," Prince; "Better Be Good To Me," Tina Turner.

NARM NIXES RATINGS

(Continued from page 3)

sider any form of ratings or warning stickers on their product.

The NARM board stated that should a rating or warning system be developed, it would "only encourage interest on the part of the young people to purchase recordings containing warning notices. To put store clerks or store managers in the position of determining when, and under what circumstances, such recordings should be displayed or sold, would be an intolerable burden."

As part of its summary, the NARM board stated that "recording artists will understand parental concern and the need for sensitivity to conditions in the marketplace. A rating system or warning labels will not solve the problem; voluntary efforts can."

Billboard Sets Vid Awards

Cheech & Chong are Presenters

LOS ANGELES Cheech Marin of the film/video/recording duo of Cheech & Chong, is set to co-host the Video Music Awards presentation at Billboard's upcoming Video Music Conference, Nov. 21-23, here at the Sheraton Premiere Hotel. The closing ceremonies are scheduled for Saturday (23) evening from 9-11p.m.

Other special events surrounding the Conference include:

- The world premiere screening Friday (22) evening to the creative community of "Stand By Me: A Portrait Of Julian Lennon," a MCA Home Video release.
- A screening of "Party At Ground Zero," a Fishbone (CBS) music video clip directed by newcomer Henry Selick, winner of the first 3M/AFI search for fresh music video directorial talent.
- Meetings of Thursday (21) by the Recording Industry Assn. of America (RIAA) and the recently formed Academy of Home Video Arts & Sciences (AHVAS). According to Joe Cohen, AHVAS executive director, the creative and production committee, headed by MCA Home Video senior vice president Jerry Sharell, will confer "to nearfinalize" a partnership with a production entity for its planned nationally televised home video award show in the fall of 1986.

Companies already committed to suites and exhibits at the conference include: Columbia Records, Wavelength Video, Sony Video Software, Radio Vision International, Philip E. Elston Productions, Veritel, Videobox Networks, MTV, Arista Records, RCA Video Productions, RCA Records, The Post Group, PolyGram Music Video, Sight & Sound, Capitol Records, Sound Unlimited, RIAA, AHVAS, Astro Rock TV, Lumel Whiteman Graphic Design, Peter Carni Photography, Video Placement International, Nelson-Aved Technologies Inc., Optic Music and Eastman Kodak.

Billboard is still soliciting independent and foreign music video tapes for screening. Additional information can be obtained through Kris Sofley at 818-842-1212

Billboard's 7th Annual Video Music Conference also caps off a week that sees the National Academy of Video Arts and Sciences (NAVAS) 4th Annual American Video Awards show. That event, to be telecast Wednesday (20) by the ABC-TV network, will be held at the Wiltern Theatre here.

THE BILLBOARD BOOK OF NUMBER ONE HITS
BY FRED BRONSON
The inside story of every Number One single from "Rock Around the Clock" to "We Are the World."
AT BOOKSTORES NOW.

BILLBOARD CONFAB

(Continued from page 3)

er/director discussion with Kevin Cronin, REO Speedwagon; Kevin Dole, Marc Ball, Paul Flattery, Chris Gabrin, Steve Hopkins, Nicolas Meyer, Kitty Moon, Stephen Priest and Jim Yukich.

- "Cutting Edge to Cutting Room Floor," a marketing-oriented panel, with Laura Foti, RCA Video Productions; John Persico, Music Video Services; Michael Domican, West Nally; Carl Grasso, IRS Records; Tom Hayes, Music Motions; Celia Hirschman, VisAbility; Michael Reinhart, Rowe International; Gale Sparrow, Screen Link; and Kevin Wall, Radio Vision International.
- "The Multi Channel Matrix," a broadcast-oriented discussion, with Seth Willenson, independent consultant; Carmella Caridi, Caridi Video; Paul Corbin, The Nashville Network; Charles Levinson, The Music Box/The Music Channel; Steve Leeds, U68; and Richard Blade, Video One/KROQ.
- "On Your Mark," an artist discussion with Cheech Marin, Cheech & Chong; Bill Wadhams, Animotion; Jackie Jackson, the Jacksons; and Greg Kihn.

(Conference updates will appear in forthcoming issues.)

RIAA FIRST HALF STATS

(Continued from page 3)

in units from 1984 was 5.3% from 143.5 million, and in value 5.4% from $1,003.4 million. The most recent prior increases were 45% in units and 36% in dollars.

CDs, of course, zoomed to astronomic percentage increases, of little significance in view of their market entry stance a year ago. Figures for the first six months of this year showed unit shipments of 7.5-million CDs at a projected suggested list value of $126.6 million. Comparable figures a year earlier were 1.5 million and $30.6 million, respectively.

Singles shipments for the period this year, says the RIAA, were 60.5-million units, worth $139.3 million at retail. The 1984 tallies were 64.8-million units, valued at $141.2 million.

Shipments of 8-tracks tumbled from 3.5-million units in 1984 to 1.8 million. In value the drop was to $12.7 million from $18.9 million.

The RIAA notes that the figures just released include shipments of "We Are The World," a multi-platinum release which swelled the totals by an undisclosed amount. Not included in the statistical review are unauthorized imports, admittedly substantial, especially in the case of CDs.

Shipment statistics are compiled from reports by RIAA members, estimated to account for up to 90% of the industry's total.

GRAMMY RADIO SPECIALS

(Continued from page 1)

For the past three years, Los Angeles-based Goodphone Communications has worked with the National Academy of Recording Arts & Sciences (NARAS) to produce one two-hour Grammy special for radio. Last year, Goodphone's program was carried by some 400 stations, a number that the company expects could triple with this year's presentation.

The 1986 event represents Goodphone's fourth year as the official producer of the Grammy radio programs. The Grammys' first tie with radio came in 1981 and 1982, with a local program on KGIL Los Angeles (licensed to San Fernando), produced by Bill Moran. Moran and Goodphone chief Mike Harrison are co-executive producers of the 1986 Grammys series.

In addition to giving the Grammys the widest radio exposure to date, the Goodphone package also marks a novelty in the radio syndication field in its use of the multi-format program. Culver City, Calif.-based Westwood One distributed the last three Goodphone Grammy specials, but a national syndicator for the 1986 package has not yet been selected.

According to NARAS national president Mike Greene and Goodphone's Harrison, the extensive 1986 Grammy coverage represents an increased level of mutual awareness and respect between NARAS and the radio community. As Greene puts it, "The [Awards] broadcast has always been primarily a tv vehicle. But ultimately we are portraying an audio product, and this provides real fertile ground for exposure to radio.

"The problem with a one-time event," continues Greene, "is that it has a limited appeal to national syndicators. The new, segmented concept that Harrison came up with gives us the potential to hit five or six station in each market."

This specialized coverage, says Greene, "mirrors the real focus of the Academy: to promote creativity, artistry and technology in all forms of music. We do not want to put special emphasis on any one type of music."

According to Harrision, the motivation to produce such elaborate Grammy radio coverage is the result of a trend wherein NARAS has recognized that "radio deserves to be directly involved," and radio's recognition that "the Grammys are a significant award."

The formats for which the two-hour programs will be produced include CHR/adult contemporary, Spanish, black, AOR, country, jazz, classical, nostalgia and talk. Harrison says the talk radio piece will feature comments from NARAS executives and music critics. This special, he adds, may include a live, phone-in segment, allowing listeners to call in with queries.

A former program director at KMET Los Angeles, Harrison will host the AOR special, while he reports that yet-unannounced top air talents in each format will host their respective shows.

The Grammy specials will be available to one station per format in each market on a barter basis. A national sponsor for the radio event has yet to be named. Harrison is also investigating the possiblity of providing a radio simulcast of the CBS-TV program.

Send For Your Free Copy Of This Brochure Before You Have Any More Cassettes Duplicated

You really owe it to yourself and to your budget to find out how competitive Eva-Tone can be on your next audio cassette order.

For more than 20 years we've been supplying high quality, low cost Soundsheets to communicators in all fields: Entertainment, Advertising, Education, Religion, Employee Communications. Now we're putting this experience and expertise to work in high speed, high quality audio cassette duplicating, too.

Your copy of "Cassette Talk" has everything you need to help you make an ordering decision. Information on tape, shells, labeling, packaging and pricing. And of course you can call or write Eva-Tone for answers to any other questions you may have.

Call Toll-Free: 1-800-EVA-TONE

EVA-TONE P.O. Box 7020 — Dept. 910 Clearwater, FL 33518-7020

AUDIO CASSETTES • SOUNDSHEETS • PRINTING • MAILING

SACRIFICE

Cost $100,000 to build, must sell. Only 4 of this magnificent custom-built limousine made. Loaded w/extras for discriminating buyer. $54,500

Call Jim 213/650-9814

DESIGN ARC Advertising

We create great ads, album covers, tape labels, catalogs — You name it. We also set type make stats, and can even do the printing in our own plant. Let us show you what creativity & service mean.

Lee-Myles Associates, Inc.
160 East 56th Street Dept. A3
NYC, NY 10022 Tel: 758-3232

Supplying the graphic needs of the record industry since 1952

APEXTON
RECORDS MFG. CO.

Largest and only Quality Record Pressing Plant in N.Y.C. Area.

Why go out of state? Why pay premium prices to Brokers?

Cassette Duplicating
Mastering • Plating • Printing
Call for Prices

Plant	New York Office
44-27 Purves St.	130 W. 42nd St.,
L.I.C., NY 11101	Suite 551
(718) 937-4038	New York, NY 10036
Telex: 239365 ARMC	(212) 221-6625